

## Message Text

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51

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 TRSE-00 CIAE-00 INR-07

NSAE-00 INT-05 /032 W

----- 073916

R 071020Z JUL 75

FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC 8831

INFO AMEMBASSY COPENHAGEN

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 1411

E.O. 11652: N/A

TAGS: BEXP FI

SUBJ: FY 75 CCP FINLAND: FOURTH QUARTER REPORT

REF: 1) HELSINKI A-116, 28 JUNE 1974

2) HELSINKI A-99, 28 MAY 1975

3) USDOC 02105, 7 FEBRUARY 1975

1. THE UNITED STATES' CHIEF COMMERCIAL OBJECTIVE IN FINLAND TO ACHIEVE AN INCREASE IN U.S. SALES, WAS EFFECTIVELY FURTHERED IN CY 1974. U.S. SALES TO FINLAND ROSE TO \$345 MILLION AND, CONTINUING ITS UPWARD TREND, THE U.S. MARKET SHARE ROSE TO 5.1 PERCENT FROM 4.7 PERCENT IN 1973, ACHIEVING THE GOAL SET FORTH IN THE COUNTRY PROGRAM.

2. TARGETS WERE GENERALLY ACHIEVED FOR THE EXPORT PROMOTION CAMPAIGNS. TRADE OPPORTUNITIES COVERING OVER TWENTY PRODUCT CATEGORIES WERE SUBMITTED FOR FOREST PRODUCTS, 18 PRODUCT CATEGORIES FOR ELECTRONIC DATA PROCESSING, AND 14 FOR METALS INDUSTRIES, THUS EXCEEDING EACH CAMPAIGN GOAL.

3. THE EXTENT OF SUCCESS IN ASSISTING NEW-TO-MARKET FIRMS IS DIFFICULT TO MEASURE SINCE SUCH FIRMS SELDOM INFORM US OF RESULTS DESPITE OUR REQUESTS THAT THEY DO  
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SO. EIGHT ADS'S IN THE EXPORT PROMOTION CAMPAIGNS WERE SUBMITTED AND FIFTY LETTERS WERE WRITTEN TO FIRMS IN

THESE TARGET INDUSTRIES IN RESPONSE TO REQUESTS FOR INFORMATION AND ASSISTANCE.

4. A MAJOR CONTINUING PROBLEM IS THE LEVYING OF DESK STUDIES BY THE DEPARTMENT NOT INCLUDED IN THE COUNTRY PROGRAM. IF THE DEPARTMENT REQUIRES THE COMPLETION OF BOTH AN ELECTRIC ENERGY DESK STUDY (A-3293 OF MAY 9, 1975) AND A MARKET STUDY ON ENERGY SYSTEMS (USDOC 02105, FEBRUARY 7, 1975), THIS WILL OCCUPY MOST OF THE TIME OF THE EMBASSY'S ONLY MARKET DEVELOPMENT SPECIALIST FOR MORE THAN HALF OF FY 1976. IT IS CLEAR THAT THE PERFORMANCE OF THIS RESEARCH WILL BE AT THE EXPENSE OF TIME AVAILABLE FOR COUNTRY PROGRAM ACTIVITY. CLARIFICATION WAS REQUESTED IN HELSINKI'S A-99 OF MAY 28, 1975.

5. HELSINKI SUPPORT TO THE TRADE CENTER IN STOCKHOLM CONTINUED TO BE AN IMPORTANT FEATURE OF TRADE PROMOTION ACTIVITIES HERE AND ATTENDANCE FROM FINLAND CONTINUED AT A HIGH LEVEL RELATIVE TO OTHER NORDIC POSTS (EXCEPT SWEDEN).  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 JUL 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Disposition Comment:**  
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**Review Authority:** hartledg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 06 MAR 2003  
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**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
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**TAGS:** BEXP, FI  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006